



Idaho State
University

Cover Letter and Resume Writing

ISU CAREER CENTER

Museum Building Room 418

(208) 282-2380

isu.joinhandshake.com

8:00 a.m. - 5:00 p.m. M-F

7:30 a.m. - 4:00 p.m. (summer)



Tailor Your Cover Letter and Resume to the Job Posting!

Marketing Manager Position

Bengal Co. is looking for a qualified person to manage the Marketing Department and the company's social media accounts.

Responsibilities:

- Collaborate with other departments within the company to meet their marketing needs.
- Lead the marketing team to design and implement marketing campaigns to increase sales.
- Conduct market research to inform strategic decision-making and to identify potential new markets.
- Manage the office payroll, scheduling, and training for employees.

Qualifications:

- Bachelor's degree completed or in progress.
- Proficient with marketing-related software programs such as Hootsuite, Mailchimp, Google Analytics, etc.
- Experience leading teams and using social media platforms like Instagram, TikTok, Facebook, etc. to promote sales.
- Possess strong customer service, time management, and problem-solving skills.
- Minimum 1-year experience.

Interested applicants can send their resume, cover letter, and 3 references to Scott Sterling at scottsterling@bengalco.com.



What is a Cover Letter?

- A document that accompanies a resume when the job posting asks for it
- It lets the employer know what position you are applying for
- It gets their attention enough that they want to look at your resume for more details



How to Format a Cover Letter:

Your Name
City, State, Phone
Email

Date

Name of Business Contact, Their Title
Organization name
Street Address
City, State, Zip

Dear (Name of Business Contact),
In the first paragraph, state the position you are applying for, how you became aware of it, and why you are interested. This only needs to be two or three sentences.

In the middle paragraph, offer your sales pitch by giving specific highlights that outline how you fit the position. Be sure to tailor your cover letter to the job posting you are applying for. The cover letter's job is to get their interest enough that they want to look at your resume. Just focus on a few key highlights of your resume to encourage them to look at it for the details.

In the final paragraph, thank the employer for their time or consideration and state your interest in meeting for an interview. Specify how you would like to be contacted (by phone, email, or both).

Sincerely,
(4 spaces)

Your typed name

College Student
Pocatello, ID 208-798-1324
collegestudent@isu.edu

11-22-22

Scott Sterling, HR Manager
Bengal Co.
921 Main Street
Pocatello, ID 83209

Dear Mr. Sterling,
I am applying for the Marketing Manager position at Bengal Co. that was posted on Handshake. With my education and experience, I feel confident that I would be a great fit for this job.

As the President of the ISU Marketing Association, I lead meetings and often collaborate with club members and other departments to accomplish the club's goals. In my Marketing class, I led a team of students to design and implement an online marketing campaign for a local business using the social media platforms Instagram, TikTok, and Facebook. When I was manager at Taco Bell, I learned how to do market research using Google Analytics as well as managing the payroll, scheduling, and training for employees. Through these experiences, I have developed strong customer service and problem-solving skills as I have worked with customers and other departments to meet their marketing needs.

Thank you for your consideration. I would like to meet with you for an interview to further discuss this position. I can be reached at collegestudent@isu.edu or 208-798-1324.

Sincerely,

College Student



What is a Resume?

- Summary of education and experience
- Showcases skills learned that are of value to employers
- *HOW* you describe skills and experiences can be as important as the skills and experiences themselves
- No “right” way to write a resume, **but there are mistakes that will keep you from being considered for an interview**



Resumé

~~1234~~

~~1234~~ Main St

49

~~1234~~
message

Apply for Any Position

Grade 11 Education

~~1234~~ college

Previous Employment

Peninsula Restaurant
kitchen work

Red head Gas
Gas Attendant

Both Places

Shut Down



Jahtara [REDACTED]
(416) [REDACTED]

Hi. I'm looking for a job. Only for the summer though. Cause I gotta go back to school.
Tnx.

What do I have to offer?

- Im good with ppl
- I wear your clothes
- Im a model so I can sell the clothes

Skills

- Good at organizing
- Good sense of humor
- Good with people
- Good with infants and children

Hobbies

- Hunting
- Laser tag
- Animal training
- Eyebrow tweezing
- Tattoo assistant
- I donated my hair to charity

Volunteer experience

- Wrapping gifts at the hospital
- Wrapping gifts at centerpoint mall
- Wrapping presents at the bay
- Touring children around the school and gave them snacks like coke and cookies

I hope you think I could work at this job. I think I would do well because im a good person with a good soul and will work hard and good.

Thanks



EDUCATION

Bachelor of Business Administration in Management and Marketing Expected Grad. May 2024
Idaho State University, Pocatello, Idaho

- GPA 3.7

Associate of Applied Science in Accounting Technology
College of Eastern Idaho, Idaho Falls, Idaho

May 2022

- GPA 3.3

EXPERIENCE

Marketing Project Lead Student Sept 2022 to Present
ISU MKTG 4480 Social Media Strategy Class Project, Pocatello, Idaho

- Collaborate with business owner and staff to make sure our team meets their needs.
- Lead a team of 4 students to design and implement a marketing campaign for a local business to increase their sales.
- Use Google Analytics to conduct market research and collect data to inform team decisions.
- Develop social media marketing skills by promoting the company on Instagram and Facebook.

Club President Aug 2022 to Present
ISU Marketing Association, Pocatello, Idaho

- Give presentations on how to run marketing campaigns through social media platforms.
- Build relationships with faculty advisors and students by holding regular meetings and events.
- Develop time management skills by leading projects and delegating responsibilities to other members when needed.
- Co-directed 3 fundraisers which brought in \$1500 to the club for scholarships and activities.
- Present to the ASISU Senate each semester on state of the club and future event plans.

Career Path Intern (CPI) Aug 2021 to June 2022
ISU College of Business, Pocatello, Idaho

- Improved communication skills by following instructions and asking questions of supervisors.
- Assisted with department event planning and marketing for those events.
- Conducted surveys of students and faculty, using Mailchimp, to inform our decision making.
- Updated website and social media profiles to reflect feedback from student and faculty surveys.

Manager Jan 2019 to July 2021
Taco Bell, Idaho Falls, Idaho

- Managed the schedule, training, and payroll for 18 employees.
- Learned how to conduct performance evaluations to increase productivity among the workers.
- Oversaw the day to day marketing of new products and offerings to keep the menu fresh.
- Increased revenue by 10% over 2 years by responding to sales trends and customer requests.



Common Sections of a Resume

- **Contact Information**
- **Education**
- **Experience**
- Skills Summary
- Activities/Honors/Memberships, etc.



Idaho State
University

Contact Information

College Student

Pocatello, ID (208) 798-1324 collegestudent@isu.edu
www.linkedin.com/in/collegestudent

- Include your name in bold with larger font so it stands out
- City and State, not your full street address
- Phone, e-mail, and LinkedIn URL (If you have one)
- Have a professional voice mail greeting on your cell phone
- Set up your voice mailbox, and make sure it's not full, so they can leave you a message



Education

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Main information to include:

- All degrees in reverse chronological order including name and location of institution, graduation date
- Major, Minor, Emphasis, GPA if above 3.2

Additional information

- Related coursework
- Applicable skills including computer, technical, or foreign languages
- Academic honors, scholarships, or awards
- Licensure and Certification



Experience

- Experience (not “work history”) is **any** opportunity to develop skills related to the world of work.

Things you can include are:

1. Paid jobs
2. School clubs & organizations
3. Volunteer experiences
4. Internships
5. School projects
6. Athletics



How to Organize Each Experience

Include position title, organization and location, date

What: Your Title

Where: The Organization Name and Location

When: Dates You Were There

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Include bullet points, not paragraphs, to give the details of your experience and accomplishments in each experience that are tailored to the job



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Action/Result Sentences

When writing the bullet points on your resume, use action/ result sentences to show what you have done and the good, positive outcome that resulted from your work. Give details so employers have more information about your abilities and how you can help them.

1. Chaired a committee...
2. Chaired a promotional committee...
3. Chaired a successful promotional committee...
4. Chaired a successful promotional committee that resulted in a 30% increase in ticket sales.

Transferable Skills

Transferable skills, also known as “soft skills,” are not job specific, but can be used in a variety of careers and work settings. You can use transferable skills to help tailor your experiences to the job posting you are applying for. These are some examples:

- | | |
|--|------------------------------|
| 1. Communication skills (verbal and written) | 6. Problem-solving skills |
| 2. Strong work ethic | 7. Analytical skills |
| 3. Teamwork skills (works well with others) | 8. Flexibility/ adaptability |
| 4. Initiative | 9. Computer skills |
| 5. Interpersonal skills (relates well with others) | 10. Technical skills |

A typical way to state it...

1. “Worked sales booth locations on campus.”
2. “Responded to customer complaints.”

A better way to state it...

1. “Used organization skills to plan and coordinate teams of sales staff to ensure high traffic flow to sales booths.”
2. “Developed communication skills by listening to customer complaints, while also reviewing possible solutions to resolve their concerns.”



References

- Goes on a separate page from your resume
- 3-5 references preferred
- Good references: professors, past employers, managers, supervisors, and co-workers
- Poor references: family members, any individuals who know you in non-academic or non-professional roles
- ALWAYS ask for permission from references BEFORE you put them down
- Give them a copy of your resume for reference
- Include name of reference, position held, organization, work phone number and address



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College Student

Pocatello, ID (208) 798-1324 collegestudent@isu.edu
www.linkedin.com/in/collegestudent

REFERENCES

Dr. Bizz Ness

CPI Supervisor
ISU College of Business
921 S 8th Ave.
Pocatello, ID 83209
(208) 282-0000
bizzness@isu.edu

Dr. Mark Etting

ISU Marketing Professor
921 S 8th Ave.
Pocatello, ID 83209
(208) 282-1111
marketing@isu.edu

Glen Bell

Regional Manager
Taco Bell
321 Nacho Lane
Idaho Falls, ID 83401
(208) 321-2222
Glenbell@tacobell.net



General Resume “Do’s”

- TAILOR IT TO THE JOB YOU ARE APPLYING FOR!
- Have 2-3 peephole proofread 4 typos and spellin errs
- Have resume critiqued by Career Center staff before multiple copies made
- Allow sufficient time in job search for revision of resume as needed



General Resume “Don’ts”

- Include personal information including age, marital status, number of children, religious affiliation, etc.
- Attempt to personalize your resume using fancy fonts, logos, etc
- Use short, non-descriptive statements or repeat sentences verbatim throughout resume
- Include references on resume
- Wait until last minute to have resume critiqued
- Include a photo



Job Search Ethics

RULE #1: DON'T LIE

- Inaccurate or misleading information on resumes, cover letters, or in interviews is dishonest and often grounds for employment termination
- Background/employment/transcript check can occur after hiring
- If you have gaps in employment, limited, or poor employment record, have resume reflect strengths and be prepared to discuss weaknesses in interview

QUESTIONS?